

*An Association of Marketing Students*  
®

## **E-COMMERCE MARKETING MANAGEMENT TEAM DECISION MAKING EVENT**

### **PARTICIPANT INSTRUCTIONS**

- ☐ The event will be presented to you through your n  
Specific Performance Indicators Evaluated and Case Study Situation. You will have up to 30 minutes to  
this information and prepare your presentation. You may make notes to use during your presentation.
- ☐ You will give an ID label to your adult assistant during the preparation time.
- ☐ You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge  
followed by up to 5 minutes to answer the judge's questions. All members of the team followed by up to 5 minutes to an  
presentation, as well as answer the questions.
- ☐ Turn in all of your notes and event materials when you have completed the event.

### **GENERAL PERFORMANCE INDICATORS EVALUATED**

- ☐ Communications skills the ability to exchange information and reading or listening
- ☐ Analytical skills the ability to derive Analytical skills the ability to derive f  
recommendations from conclusions
- ☐ Production skills the ability to take a concept from an idea and make it real
- ☐ Teamwork the ability to be an effective member of a productive group
- ☐ Priorities/time management the ability to determine priorities and manage time commitments
- ☐ Economic performance indicators

### **SPECIFIC PERFORMANCE INDICATORS EVALUATED**

- Explain the nature of e-commerce.
- Explain the concept of merchandising.
- Discuss trends in e-commerce.
- Describe tools used in website creation.
- Discuss capabilities of Internet/Web programming.
- Identify speculative business risks.
- Explain costs associated with e-commerce.





